

Data Analysis Resources to be used in a social enterprise

Objectives and how to use it

Data analytics basically means to have the necessary mechanisms in place which will allow you access to raw data from online users. You can use this data for business insights but also to create new products and services. It is common knowledge that companies who possess raw data have a competitive advantage since it allows them to better monitor, evaluate and create niche and required products and services, for their customers.

Description

Data analytics: training your employees as a social enterprise to effectively analyse data will help you identify your company's weaknesses or capitalise on its strengths. Skills that are associated with data analytics are:

- data analytics,
- web analytics,
- semantics,
- big data and
- general information on the digital transformation
- Industry 4.0 knowledge.

The main deduction is for employees to be able to analyse and draw meaningful conclusions based on the data collected.

Resources / Material required

- Youtube videos on what data analytics is.
- Short introduction videos such as this one:
https://www.youtube.com/watch?v=yZvFH7B6gKI&ab_channel=CareerFoundry
- Desktop research on data analytics and the digital transformation
- Services and products that social enterprises can design based on the needs for Industry 4.0

